

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: **MEDIA SERVICES SPECIALIST**

DEPARTMENT: **LIBRARY**

BASIC FUNCTION:

Under functional supervision, to perform professional, technical and administrative work involved in coordinating the activities and staff of the library's auditorium and meeting rooms; to coordinate media production requirements citywide; and perform related duties as assigned.

KEY RESPONSIBILITIES:

Assist in the development of goals, objectives, policies, and priorities for the auditorium and meeting rooms operations and media and community cable TV production.

Assist in budget preparation, analysis and administration by collecting data necessary to prepare department budget; monitor and approve expenditures with budget limits.

Coordinate the scheduling of the Library auditorium and meeting rooms, including the utilization, rental and security of the building.

Recruit, train and assign work to subordinate personnel and volunteers, providing instructions and answering questions; coordinate the scheduling and completion of work by determining operational priorities and resolving work load problems; review work for accuracy and completeness; evaluate work techniques and methods for conformance to established standards

Research, sequence and produce live videotaped cable television programs; determine time, nature and scope of programs being cablecast; oversee playback aspects of recorded meetings, events and related announcements; sequence series of programs to provide good lead-ins and lead-outs to sustain viewership.

Analyze, prepare reports and make recommendations regarding the origination, scheduling, staffing and public use of various auditorium activities.

Coordinate activities with other City departments, divisions and with outside agencies.

Prepare periodic reports, and supervise the maintenance of activity and progress reports.

Manage both contemporary and historic photographic collections in both hard copy and computer database formats.

Photograph various City and Library events of technical, historical or newsworthy importance for the collection.

Attend meetings and provide staff support to the Commission/Board/City Council, including the preparation and presentation of technical staff reports.

Produce, direct and perform other technical assistance in preparing video programs and other special audio-visual presentations as needed.

Represent the City in the community and at professional meetings as required.

Respond to citizen complaints and requests for information.

Select and acquire audio-visual equipment for the Library.

Perform related duties as assigned.

QUALIFICATIONS:

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

Principles and practices of organization, administration, budget and human resources management.

Principles and practices of community organization and administration.

Principles and practices of professional library work related to photographic collections.

Principles of media production.

Methods and techniques of research, analysis and report presentation.

Principles of supervision, training and evaluation.

Ability to:

Manage and coordinate activities for the appropriate use of the Library auditorium and meeting facilities.

Supervise, train and evaluate assigned staff and volunteers.

Effectively operate production and presentation equipment.

Organize and catalog a photographic collection.

Communicate clearly and concisely, orally and in writing.

Establish and maintain cooperative working relationships with those contacted in the course of work.

EXPERIENCE AND EDUCATION:

Any combination equivalent to the experience and education that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a bachelor's degree from an accredited college or university with major work in a related field, and

Three years of progressively responsible related experience that includes use of production and presentation equipment.

PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. An employee is frequently required to walk and stand. Specific vision abilities required by this job include close vision and the ability to adjust focus to read and operate office equipment as necessary during the course of the work assignments. Required from time to time to take photographs from aircraft/helicopters. Required to lift and move tables and chairs when setting up for events.

While performing the duties, employees of this class are regularly required to use written and oral communication skills; read and interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply reasoning; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

The incumbent is required to meet with other staff, the public and officials at various City locations and may travel to off-site locations as necessary.

This is an at-will Management classification.

Management

Salary Schedule

Management Salary

Benefits

City of Carlsbad Management Benefits